

FOREIGN BROADCAST INFORMATION SERVICE

TOKYO BUREAU

AP0 94

31 October 1960

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[] Chief

Foreign Broadcast Information Service
2430 E Street N.W.
Washington 25, D.C.

Dear Mr. Seely: Subject: Visit to Bureau - Sheringham

Attached please find a memorandum for the record concerning the visit of Mr. John Sheringham to Tokyo Bureau. It is submitted for your information and for the record. Some additional remarks follow:

1. As indicated in the "summary" of the memo, BBC is not "fully satisfied" with what it gets from Tokyo Bureau. The qualifier, "fully", was inserted at Mr. Sheringham's request since he said he had no intention to imply active dissatisfaction other than his stressing of the desire for a greater quantity of usable material as established for BBC criteria--broadcast information.

2. The BBC's interest in a press review coincides with that expressed in a recent letter received from the Chief, Editorial Branch which we are currently studying. It is hoped that we can come up with an answer which can satisfy both "customers". The idea of confirming scrutiny items (or portions thereof) when and if broadcast may not be practical but we shall study and report on the subject.

3. I believe that Mr. Sheringham was considerably impressed by our staff studies on radio and television. I had referred to them when discussing program content and showed them to him but did not feel I had authority to permit him to read them, giving him instead the pertinent citations should he desire to request their release.

The visit was very pleasant and rewarding and I enjoyed particularly the opportunity to conduct a meeting of this nature. I trust that Mr. Sheringham was satisfied with his visit and that you will approve of my actions in this matter.

Very truly yours,



FBIS/Tokyo Bureau STAT

Attachment

cc Memorandum for the Record

MEMORANDUM FOR THE RECORD

Subject: Meetings and Discussions - BBC Representative
(Mr. Sheringham) and FBIS Tokyo Bureau Representative [] 24-25 October 1960.

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1. FBIS opened discussion by indicating authority from Chief FBIS to discuss various aspects of Bureau operations. Inasmuch as no agenda was at hand, FBIS proposed to conduct detailed briefings and invited BBC to question at any point in any detail as might be required. BBC indicated a general, overall interest in Bureau and a specific interest in voice broadcast material which was described as being of primary interest to BBC and of being an area wherein more material might be made available to BBC.

2. FBIS briefing covered radio, television, press agency, and press scrutiny operations, communications operations, and general Bureau operations. BBC reviewed the Bureau's wire file and its monitor's summaries for broadcast material, as well as summaries used for television and press scrutiny selection. BBC and FBIS editors gave mutual explanation of interests and objectives. FBIS editors [] indicated that Bureau output was geared to Daily Report with a necessarily tight selection criteria on subjects essentially not in competition with news services. BBC indicated that press scrutiny was not usable by BBC news service and that material even of a repetitive or routine nature was needed if by source -- radio broadcast -- it could be made available to BBC. BBC cited specific interest in radio broadcast press reviews and radio broadcast political commentaries as examples.

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3. BBC requested Bureau Moscow commentary list (approved WA691) and said he might request such Peking monitor summaries as are now filed routinely to Okinawa Bureau only (for inclusion in that Bureau's Peking commentary list).

4. FBIS drew attention of BBC to recent comprehensive staff studies made on the subject of radio coverage and television as a medium in Japan. FBIS stated that the studies, although unclassified could not be released to BBC, but gave appropriate references if the studies were to be requested from the Chief, FBIS. FBIS stated with regard to the studies, that they had been undertaken from a viewpoint somewhat similar to that of BBC--to analyze problems of radio or television coverage. FBIS trusted that BBC would appreciate this evidence of close attention to this aspect of Bureau mission.

5. FBIS also exhibited and demonstrated its various efforts to photograph television broadcasts.

6. Since it seemed that at first glance that some FBIS press scrutiny items, unusable to BBC, also occurred to some extent on television--particularly at this point of pre-election activity in Japan--FBIS suggested that it might be possible, without adding greatly to monitoring workloads, to confirm some press scrutiny materials as being also carried by radio or television. BBC said that such a device might be helpful. FBIS and BBC agreed to give the idea further thought.

7. Summary: The visit, meetings, and discussions were cordial and enlightening throughout. It was apparent to FBIS that Bureau output does not fully satisfy BBC since it is based on a considerable degree of scrutiny and aims at merit-basis coverage only for routine news on or about Japan. BBC understands, however, the limitations--particularly in monitoring staff levels--which require most efficient use of all sources to maintain general coverage.

Chief
FBIS, Tokyo Bureau

cc: Chief, FBIS
Mr. Sheringham (via FBIS London)

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